

What Does It Take To Become the Chosen Provider?

Endeavor has proven solutions to align marketing, operations and culture in unique ways.



Growth

Strategy design and implementation for revenue growth.

- Patient / consumer experience
- Physician experience
- Employee experience
- Online/digital experience
- Access center design
- New market entry
- New product commercialization

Insights

A 50-year heritage of research innovation.

- Experience mapping
- Market segmentation
- Persona development
- Concept testing and conjoint analysis
- Volume data modeling
- Operations optimization
- Change fatigue measurement

Expertise

A seasoned team who's been in your shoes.

- Cross-functional agile action workshops
- Executive coaching
- Leadership development
- Peer benchmarking programs

Become the Provider Your Customers Celebrate

Our clients' success stems from our ability to support the alignment of efforts that meet the most fundamental of needs – functional and emotional – in the design and delivery of human-centered experiences.

Because when brand, culture and operations are aligned to meet these needs, customers go out of their way to recommend you. Using advanced insight development tools, we help you envision the ideal, and we facilitate engaging activities like agile action workshops to translate that vision into an experience you can deliver consistently.

What's Your Endeavor?

Are You Looking to...

- Attract more preferred patients
- Create advocates out of your current patients
- Increase your marketing effectiveness
- Gain more preferred physician referrals



For over 50 years, healthcare leaders have turned to Endeavor Management (formerly Gelb Consulting) to build and sustain market leadership and operational excellence.

We use proven methods to merge market insights, industry expertise and best practices to enable your teams to design and deliver the ideal experiences... to patients, physicians, donors and employees.

Ranked as one of top 50 Healthcare Consulting firms by Modern Healthcare

We work with:

- **10** "Honor Roll" institutions
- **4** out of the top **10** cancer Programs
- **3** out of the top **4** pediatric hospitals
- **4** out of the top **10** cardiovascular programs

Our National Benchmarking Studies:

- Patient experience
- Marketing and communications
- Quality and patient safety
- Government and community relations
- Physician relations
- International programs

Endeavor

www.endeavormgmt.com/healthcare